

Want Ads.,
Agriculture,
Commerce.

The Times

INDUSTRIAL SECTION

Dispatch

Financial,
Manufacturing,
Real Estate.

THE DISPATCH FOUNDED 1850.
THE TIMES FOUNDED 1854.

RICHMOND, VA., SUNDAY, MAY 28, 1911.

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RICHMOND HUSTLE AND HOW IT TELLS

Richmond Electric Com-
pany That Started Small
and Grew Great.

JUST A SAMPLE OF
WHAT CAN BE DONE

Only Big Establishment of Its
Kind in the South Has Its
Home in Richmond—Big
Plant That Is Making
Richmond Famous
Throughout Country.

BY FRANK S. WOODSON.
Richmond may not be ahead of all the Southern cities combined in the matter of variety of industries, as has been claimed, but it is safe to say that in this respect it is ahead of any one of any two or three or four combined. Nearly everything in the way of machinery and implements is made in this city; everything from locomotive engines and automobiles down to plow points and garden rakes may be found in the process of manufacture in some of the iron works or other shops of this city, and Richmond makes and sells many things that no other Southern city makes and sells.

It is likely that comparatively few readers of The Times-Dispatch are aware of the fact that the only factory in the South devoted exclusively to the manufacture of electrical machinery is located in Greater Richmond. I happened to know there was such a shop here, but I did not know until a few days ago that Richmond enjoys the distinction of having the only one of its kind in the South, and I did not know until investigation brought out the facts that it is a tremendous establishment employing very many expert workmen and selling its products all over the United States, especially in the North, and enjoying a splendid local trade, but not as well patronized in Virginia, outside of Richmond, and in some sections of the South, as such Southern enterprise ought to be. Southern people will some day get wise and give home enterprise the preference when they go out to buy goods of any kind.

From a Small Beginning.
The Richmond Electric Company started business in Richmond ten years ago under the management of the owner of the plant, Edward J. Willis, an expert electrical engineer, and, like most of the great enterprises of this city, its beginning was on the small order, but in a short while it commenced to grow with marvelous strides, and now the plant is one of the largest of the many industrial shops in South Richmond, occupying an entire block.

On invitation of the managers I visited this plant a few days ago, and it was an eye opener, for there I saw a line of business in the industrial and manufacturing line that was new to me, and that I did not think was being engaged in so extensively in this city, the prevalent idea being that an electrical machinery plant here was not much more than a broker's office for the sale of machinery made elsewhere. Therefore the abundance of foundry apparatus, molding facilities and factory fixtures generally that I found was surprising.

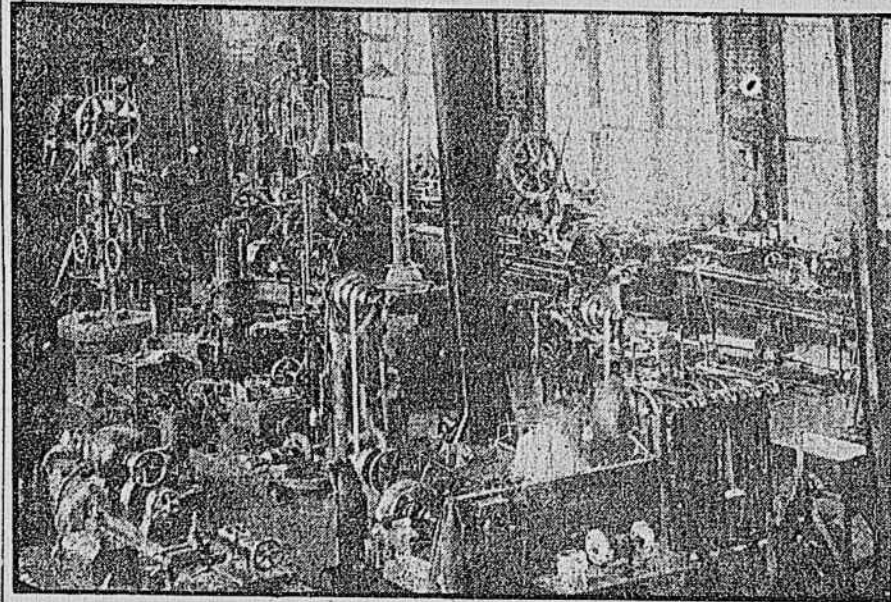
The writer was also struck with the large number of motors and dynamos on the floors of the shipping room ready for shipment to various sections, and with the larger numbers in the course of construction to fill hurried orders. The machines ranged in size from one-quarter-horsepower motors, little things that a man could carry in his coat pocket, up to gigantic machines of 100-horsepower, big enough and strong enough to run any kind of an industrial plant.

Electric Power Reduced to Small Compass.
Mr. Brice, one of the engineers, told me that while the company makes direct current motors and generators, at least 75 per cent. of the output of the factory consists of two and three-phase alternating current motors and dynamos, these machines having been found to meet the demand for electric power more efficiently. By the way, this Richmond company, says the manager of the independent electric machinery works to have the hardihood to take up the manufacture of the alternating current motors at the expiration of the term of the famous Tesla patents, the fact that the natural that their business in this line should have grown with prodigious rapidity.

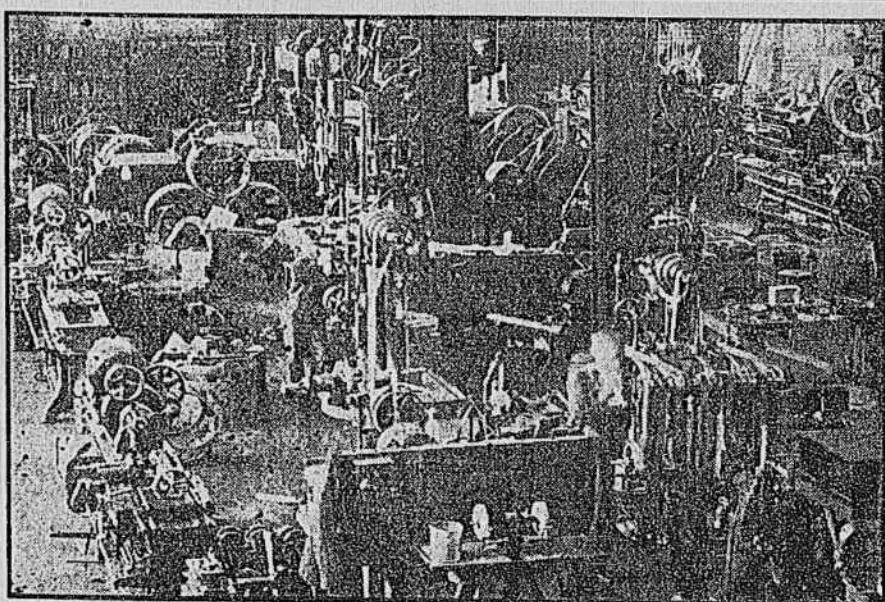
Among their customers for this class of electrical apparatus they have a large number of machinery manufacturers, who require but limited power, such as pump makers, ventilating fan makers, builders of machinery, elevator manufacturers, dough mixers, bottling works operators, organ blower, etc., who use these Richmond made motors exclusively for direct connection to their factory or any kind of apparatus.

The Individual Motor.
One notable feature of the plant, one that at least struck me as being a little curious, was the entire absence of shafting and belting, for none was seen in any of the various departments visited. Every tool in the entire plant, from the smallest chisel to the largest lathe, was found to be equipped with a small motor, so to speak. Thus by the simple movement of a lever at the side of the operator these machines could be set to running at any speed desired, and when necessary, stopped or reversed in a jiffy.

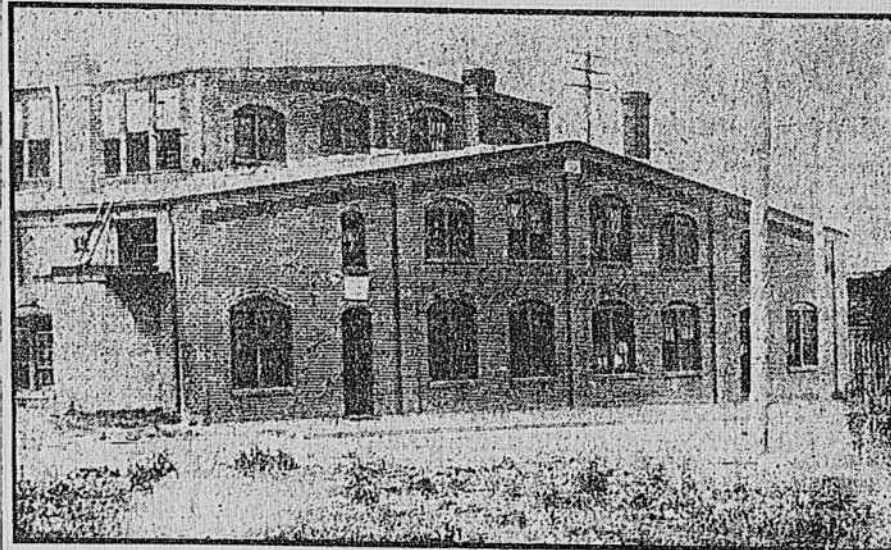
I said this struck me as being a little curious, for all of the factories I had previously visited that used much electric power had the one big motor and all of the shafting and belting required to operate machines being driven from the one big motor. I sought an explanation. I was assured that experience had demonstrated that while the cost of the large number of small motors mounted on machinery in this factory was necessarily greater in the first instance than that of one large motor with belts and shafting, the fact remained



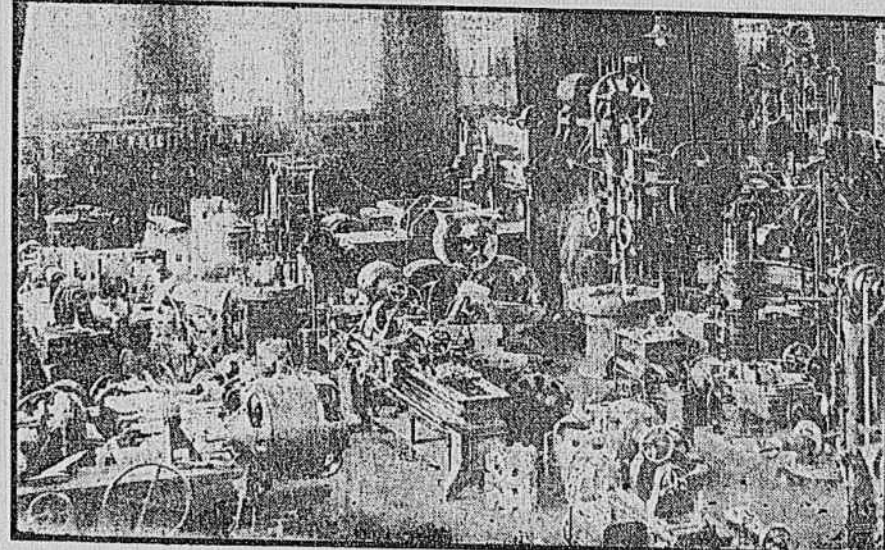
MAKING HEAVY MACHINES.



SMALL MOTOR DEPARTMENT.



PARTIAL VIEW OF RICHMOND ELECTRIC COMPANY'S PLANT.



INTERIOR VIEW OF PLANT.

TOBACCO OUTLOOK; SHORT CROP TALK

Sales of Loose Leaf Exceedingly
Small—Active Inquiry for
Package Goods.

NEWS FROM THE PLANT BEDS

Drought Curtailed Crop in Some
Sections—Sun-Curing Sec-
tion All Right.

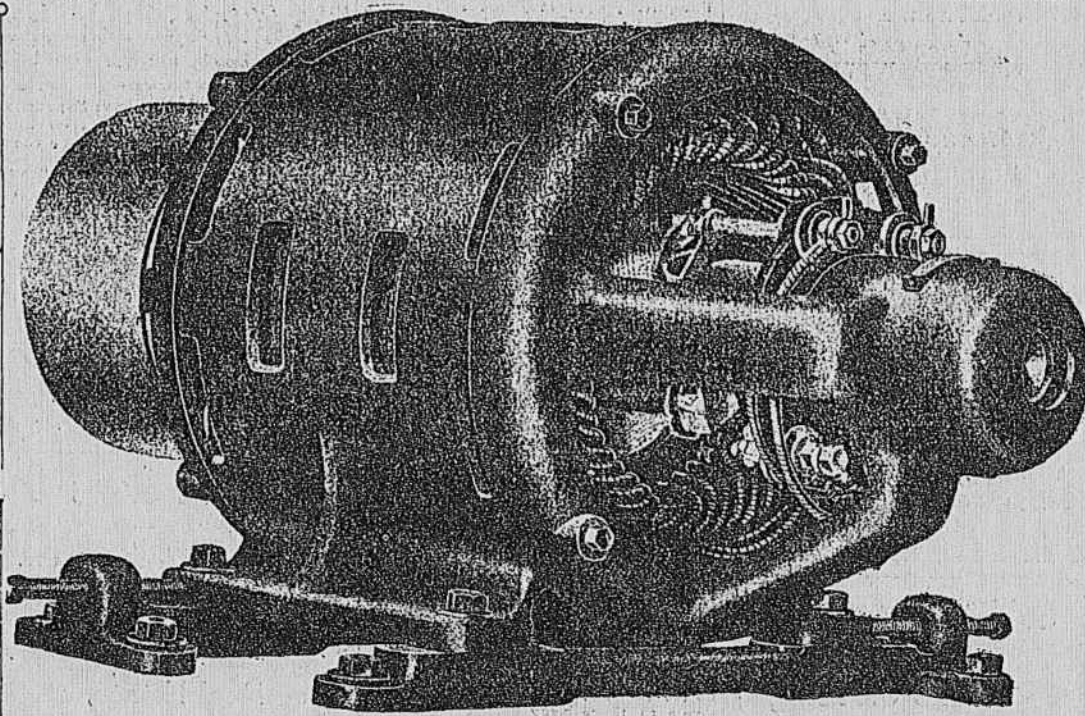
A few wagons loaded with sun-cured leaf tobacco straggled into town last Friday, and a few boxes and tierces containing the leaf came in by rail, and by these means the warehouses managed to have small sales on that day, the only day any loose leaf was offered. Less than 50,000 pounds were sold.

There was more than the usual inquiry for package and air-dried tobacco, due perhaps to the continued dry weather, which is unfavorable to a new crop and threatens to curtail this year's production. Some good sales of package goods were made, and the inquiries find that the stocks in the hands of the dealers are much smaller than they usually are at this time of year.

The dealers who have stocks of air-dried in the process of drying have been unable to "strike down" the same, because of the dry weather, and they can only show stocks as the leaf hangs in the factories and drying houses. The dealers generally, as well as the manufacturers, are now very much concerned about the forthcoming crop, the reports from all of the tobacco-producing sections being rather gloomy. Reports are always more or less gloomy about planting time if any rack upon which to hang a blue flag can be found. This year the seasons have been altogether unfavorable, and there is no doubt of the fact that in some sections the crop is bound to be short.

The reports that come to The Times-Dispatch from all of the tobacco lands being duly sifted and due allowance made for the disposition to always talk short crop on the slightest provocation, furnish the following facts: In the South Carolina fields, where the people must set out plants by the first of May if they set any at all, only 50 per cent. of the usual crop has been set out, and it will take very favorable seasons from now on to make that pan out well. In Eastern North Carolina, where the setting out is much earlier than in Virginia, and yet not so early as in South Carolina, the setting has been reduced by bad weather and the crop is at its present stage 30 per cent. smaller than that of last year. In the Old Belt of Virginia and North Carolina the crop promises to be as large as it was last year, provided the seasons are favorable from now on. The farmers in the Old Belt have had plenty of plants, but rather unfavorable seasons for setting them. However, it is not too late to reset for a late crop, provided the long drawn out drought shall be brought to an early end. In the sun-curing territory there is every indication that the average

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VARIABLE TYPE FIFTY-HORSEPOWER MOTOR.

VIEWS AND NEAR VIEWS; HINTS AND SUGGESTIONS

Proposed Monument to Dr. Knapp—Sunday in
kural Virginia—Demand for More Butter-
milk—Fulaski on the Industrial Firing
Line—Minor Notes.

BY FRANK S. WOODSON,
Industrial Editor.

A movement looking to the erection of a monument to the late Dr. Seaman A. Knapp has been started. The Progressive Farmer thinks it ought to be built by the farmers of the South, and says those farmers and all persons interested in the great program of agricultural upbuilding, to which Dr. Knapp gave the last and best years of his life, should now get together and see that a worthy monument is erected in memory of the lost leader of a great cause.

"There are many reasons," continues the Progressive Farmer, "why such a monument should be erected. In the first place, it would betoken the new spirit of the Southern people. We have built many monuments to warriors and politicians, but until now there has been too slight recognition of the debt we owe our great educational and industrial leaders. Again, the building of such a monument is a debt we owe ourselves."

Chancellor Barrow, of the University of Georgia, in a recent memorial meeting to Dr. Knapp recommended the building of such a monument as we have here suggested, and also advised that contributions be limited to not over \$10 from any one individual. Thus would the monument indicate the love of the great common people for their fallen leader.

There are lots of members of the

boys' corn clubs in Virginia who will want to contribute to the monument fund.

"Buttermilk, and More of It.
"Drink more buttermilk and less booze, especially during hot weather," is the good advice given to the people of Augusta, Ga., by the Evening Herald of that city, and the paper adds:

"There are a good many things to commend such a program. It will add largely to your personal comfort. You will not get so hot. It will help your digestion. It will give your stomach less work to do, as the buttermilk has already been fermented, and is more easily digested than whiskey and other things. And, incidentally, you will save a considerable sum of money during the summer months."

Richmond is a great buttermilk drinking town, and it may be that the fine business qualities of Richmond's business men find ready explanation in this fact. However, it is possible that more buttermilk would be drunk in Richmond if more was obtainable. The lovers of buttermilk are often heard to complain of the scarcity of the delicious drink. This is a hint to the dairymen.

There is a lot of good sense in this remark by the Albany Herald:
"It is a whole lot better for a girl

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ABOUT DOCTORING SICK CHICKENS

Some Pertinent Questions About
Fowls That May Get on
the Sick List.

BY WALTER C. SCHAAF.

The question is often asked whether or not it is profitable to doctor sick birds. It all depends upon the birds and what their condition is. If I had a very valuable bird that was sick I should endeavor to bring it out of the condition. While it is true that such a bird should not be used to breed from, yet it might be a valuable show bird, and if it is entirely recovered would still be as good as ever for that purpose. On the other hand, if I saw an approaching cold, or some disorder just creeping in, I would make a big effort to ward off the trouble. Of course, where a bird is very sick with some communicable disease the best thing to do is to kill her and either burn her or bury her very deep in the ground in an out of the way place.

To the poultry keeper who is watchful and careful of his birds it is no hard task to perceive approaching trouble. If now and then you hear a bird sneeze or rattle a little in the throat you may make up your mind that there is a cold there all right. If you can lay your hands on the bird give her a two-grain genuine pill, and put her by herself until cured. If you will give such a pill for three nights in succession and then give a dose of oil you will undoubtedly stop the trouble. During the cold winter months the

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BEING TOLD BY THE DAILY PAPERS

Leading Southern Journals Are
Reflecting the Prosperity of
the Great South.

VALUABLE HINTS BY EXPERT

A Truthful Story and Wise Sug-
gestions Found in the Manu-
facturers' Record.

The following article is taken bodily from the Manufacturers' Record, and every word of it is worth the closest attention of the industrial and business readers of The Times-Dispatch. It is printed without further comment, for comment is unnecessary:

There is probably no more striking illustration of the remarkable progress of the South during the last few years than the great change which has taken place in the newspapers of the leading towns and cities of that section in that period. It was but a few years ago when there were only a few cities in the South in which the daily newspapers showed through their advertising columns as well as in their news pages any evidence of great business activity. In fact, most of the newspapers had rather an uphill fight, because of the lack of broad advertising by local people. To-day the situation is entirely different. In dozens of towns and cities throughout the South, the newspapers, which have always been leaders in the upbuilding of the South, are in themselves remarkable illustrations of the vast growth of business of every kind. Papers which a few years ago showed but scanty recognition in their advertising pages of the appreciation by local people of the value of advertising are now crowded with a variety and an amount of advertising indicative of the life and activity of the community.

In fact, some of them are evidently at times almost tempted to follow the example of a commercial paper, once well known, with which the writer was acquainted, whose advertising grew so rapidly that one day there appeared at the head of the editorial column this announcement: "Owing to the great press of advertising, all editorial matter is omitted from this issue." In that particular case, the business manager, and not the editor, was responsible for the make-up, and he believed that the advertisements in the paper were more interesting to the public, as well as to the publishers, than editorial stuff. He believed that a business activity which swayed the columns of his paper with advertising matter to the exclusion from that issue of all editorials indicated the prosperity of the community far better than anything the unfortunate editor might have laboriously written.

While Southern papers may not have the opportunity of following this example, they are at least every day becoming more and more in themselves advertisements of their communities. The outside man not familiar with the South who picks up a daily paper from any one of its leading cities will get an impression about Southern business life and activity that will necessarily have a lasting effect. It might, indeed, be a good policy for every

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REAL ESTATE AND BUILDING NEWS

Westham Bought in a
Lump by New Syn-
dicate.

BUSINESS DULL, BUT
SOME BIG SALES

Hot Weather and Near Approach
of Rental Season Make the
Agents a Little Slow—West
Broad Street Property
Still in the Lime-
light.

Somebody is going to kick when the real estate agents for the week just ended are truthfully told, and they always are, but then some folks would kick even if by a queer accident they should get ushered into heaven. However, the general fact is that with the exception of two or three unusual and unexpected large deals the real estate business for the past week was rather dull; dull so far as actual sales were concerned, lively enough, perhaps, so far as inquiry and threatenings that betoken coming good things were concerned. The people who delight in hanging big things on the string with the hope of pulling them off later, with a big commission account attached, did a lot of such hanging during the week, and not less than a dozen of these optimists winked their other eye at the man of news when approached, and said in effect: "You just wait a week and I will likely tell you something startling." But all the same, with the exception of a few hints at the actual sales for the week were mighty small as compared with those of recent weeks.

The Whereof of It.
Just what the lull is due to no one can exactly tell. One agent with whom I talked said the time is so near at hand when the renters will be giving and taking notice that the agents, all of whom have rental accounts, are quite willing to wait a bit and hear more from the rental end of the real estate business before they busy themselves much about sales and rumors of sales. Another thinks the premature hot weather has had much to do with business, and headed off some big sales that might otherwise have been made. Still another thinks the real investors want to give the speculators all the rope they require, for hanging purposes, perhaps, and then they (the sure enough investors) will come into the market in great shape, and maybe laugh at the hanging performance. But then it may be that the lull will be with the speculators.

Westham Doing.
The biggest transaction of the week; in some respects the biggest of the year, and as for that matter, possibly the biggest of a decade, was the sale of all of the beautiful Westham property, that splendid suburban property out there where the Richmond College is to be built. The big deal was engineered by that enterprising young real estate firm, Golsan & Nash. It was a straight and square sale without any swapping or trading trimmings. Through Golsan & Nash the Westham Company, of which A. L. MacClelland is president, sold all of their 420 acre holdings in beautiful Westham, in the county of Henrico, to the Golsan & Nash Company, and the sum involved was something over \$150,000. The Westham Company, under the guidance of Mr. MacClelland, had already spent a whole lot of money beautifying and improving the property, but it is said that it not a patching in the way of beautifying and improving to what the new owners will do. The new owners expect to make many changes in the plans, and in the way of the subdivision of the property, their idea being to arrange for the sale of half-acre up to three-acre lots and plots to folks who want to locate in Westham. They intend to spend a good deal of money in beautifying the grounds, planting trees, making hedges and otherwise creating a suburban beauty that will be lasting and always attractive. The property, in its subdivided and improved condition will go on the market, and it is understood that Golsan & Nash will have charge of it. Already it is an assured fact that a trolley car line will be run right through the centre of the Westham property.

Something Doing in Town.
The activity in the city was, as already hinted, largely confined to the real estate business, and the things that have happened. Nevertheless, there was something doing, and the sales here, there and everywhere throughout the city, according to the best obtainable data, amounted to something like \$200,000.

While sales of a greater or smaller amount were made in all parts of the city, the main activity was on Broad Street, and there was some activity there and no mistake, speculative activity and all of the other kind. It is said that one piece of vacant ground measuring less than 200 feet frontage changed hands three times during the week, and finally landed into the clutches of a permanent investor who proposes to hold it for future development of West Broad Street, which he surely thinks will bring him a great big profit.

A well-informed agent, in this connection, told me yesterday that pretty much all of the vacant property on West Broad Street, from Allen Avenue on out into the wilds of Henrico county, had been gobbled up by permanent investors, and that from now on the speculators would have their pickings in that kind of West Broad property, and the real estate agents a still poorer showing. He gave the names of a half a dozen of these permanent investors, and said he had "phoned to the last mother's son of them for selling figures, and they had all dropped the 'phone with the remark that there was nothing doing."

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